

APPLICATION FOR
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SPECIFICATION

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Title of the Invention: PORTABLE TERMINAL DEVICE FOR PROVIDING
 AND OBTAINING ADVERTISEMENT
 INFORMATION, ADVERTISEMENT PROVIDING
 METHOD, ADVERTISEMENT OBTAINING METHOD,
 ADVERTISEMENT DISTRIBUTING METHOD AND
 PROGRAM THEREFOR

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PORTABLE TERMINAL DEVICE FOR PROVIDING AND
OBTAINING ADVERTISEMENT INFORMATION, ADVERTISEMENT
PROVIDING METHOD, ADVERTISEMENT OBTAINING METHOD,
ADVERTISEMENT DISTRIBUTING METHOD AND PROGRAM
5 THEREFOR

Background of the Invention

Field of the Invention

10 The present invention relates to a portable
terminal device having the function of providing
advertising information, a portable terminal device
having the function of obtaining advertising
information, an advertisement providing method, an
advertisement obtaining method, an advertisement
15 distributing method, a program used for each device
and method, and a storage medium storing the
program.

Description of the Related Art

20 Conventionally, a place and opportunity where
goods are sold to a consumer can be a shop, a mail
order system using a catalog, an EC (electronic
commercial activity) site through Internet, etc. In
addition, means for advertising goods can be
25 advertisements on an information medium such as

television, radio, newspapers, magazines, etc., advertisements by media such as handbills, etc., banners for advertisements on a home page of Internet, etc.

5 With an increasing number of portable telephones, a larger number of consumers have carried portable terminals with them. In this example, a portable terminal refers to a portable telephone, an information processor terminal, etc.

10 In addition, the wireless network technology such as Bluetooth, etc. has made outstanding progress, and information can be transmitted and received directly among portable terminals. The wireless network refers to a network through which voice and

15 data can be transmitted and received using the wireless communications technology for portable terminals. The wireless communications technology currently used is not only the wireless communications technology used for portable

20 telephones, but also Bluetooth, IrDA, Home RF, etc. that relate to the technology for portable information processors.

As the conventional technology for an advertisement distribution system using a portable

25 terminal such as a portable telephone, etc.,

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other people have, the method of searching for the goods can be:

(1) asking the person having the desired goods to obtain the information about the place where the goods are sold, etc.

(2) asking a friend near the consumer, or taking a picture of the desired goods to show it later to a probable person who knows it.

(3) doing window-shopping later for the desired goods.

(4) searching media such as magazines, etc. and Internet for the information about the desired goods.

When the consumer searches for the desired goods, the method (1) is the most efficient, but it is difficult for most consumers to address a stranger for the information. In the methods (2) through (4), it is not probable that the consumer can be successfully provided with useful information about the desired goods such as the shops or the places where they can be obtained. Without a probable clue to the successful purchase of the desired goods, the consumer has to search a large number of shops, catalogs, sites, etc. for the goods. This wastes time, and in vain in most

cases. Furthermore, the impression of the consumer fades with time, and the search becomes more difficult.

On the other hand, a seller cannot immediately
5 satisfy the above mentioned request of the consumer using the conventional and common advertising method. As a result, the seller unfortunately loses the opportunity to sell the goods although the consumer intends to buy them.

10

Summary of the Invention

The present invention aims at immediately
providing a consumer with advertising information
about goods that the consumer finds on another
15 person.

The advertisement providing method according
to the present invention is realized by storing in
a portable terminal device the advertising
information about the goods an advertisement medium
20 has on or with him or her, and transmitting the
stored advertising information using a wireless
signal upon receipt of a request to send the
advertising information.

According to the present invention, a consumer
25 can immediately obtain the advertising information

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about the goods a stranger in the street has on or with him or her. On the side of the seller of the goods, the advertising information can be immediately provided for the consumer interested in
5 the goods, thereby enhancing an advertising effect.

The portable terminal device according to the present invention includes a wireless signal transmission and reception unit, a storage unit for storing the advertising information about the goods
10 an advertisement medium has on or with him or her, and a control unit for transmitting the advertising information stored in the storage unit from the wireless signal transmission and reception unit upon receipt of a request to transmit the
15 advertising information.

According to the present invention, the consumer can immediately obtain the advertising information about the goods a stranger in the street has on or with him or her. On the sales side
20 of the goods, the advertising information can be immediately be provided for the consumer interested in the goods, thereby effectively enhancing the advertising effect. Furthermore, the seller can avoid losing the opportunity to sell goods to the
25 consumer interested in the goods but knowing where

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provided as described above, the storage unit of the portable terminal device of the advertisement medium can also store the information required when the goods are bought, for example, the type, color, price, etc. of the goods so that the consumer can directly obtain the advertising information from the portable terminal device of the advertisement medium.

The advertisement obtaining method according to the present invention requests the portable terminal device of an advertisement medium to transmit the advertising information, receives the advertising information about the goods the advertisement medium has on or with him or her transmitted from the portable terminal device of the advertisement medium, and displays the received advertising information.

According to the invention, when a consumer finds a person having on him or her interesting goods in the street, etc., the consumer requests the advertising information to be transmitted, and can obtain the advertising information about the desired goods. As a result, it is not necessary for the consumer to take much time in searching the advertising information in the magazines, through

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received from the advertisement medium specified.

With the configuration, the number of advertisement medium can be limited using the profile although there are a large number of
5 advertisement medium in the wireless signal receivable area, thereby providing the advertising information about the goods requested by the consumer without fail.

In the above mentioned invention, the portable
10 terminal device (of an advertisement medium or a consumer) can have the function of performing the wireless communications with a wireless base station in a portable telephone network, and the function of performing the wireless communications
15 with another portable terminal device. Thus, the advertising information can be easily distributed and received using a portable telephone, etc.

The advertisement distributing method according to the present invention stores plural
20 pieces of advertising information, receives a user entry of an advertisement medium, distributes the advertising information about the goods to the portable terminal device of the advertisement medium who has gained entry into registered users,
25 and retrieves and distributes the corresponding

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advertisement upon receipt of a request to view the advertisement according to the advertising information transmitted from the portable terminal device of the advertisement medium to the portable
5 terminal device of the consumer.

According to the present invention, when a consumer becomes interested in the goods of a person in the street, etc., the consumer transmits a request to send the advertising information,
10 receives the advertising information transmitted from the portable terminal device of the advertisement medium, and sends a request to view the advertisement according to the advertising information to the advertisement distribution
15 device storing plural pieces of advertising information, thereby immediately obtaining the advertisement of the goods. On the goods selling side, since the advertising information can be immediately transmitted to a consumer interested in
20 the goods, the advertising effect can be greatly improved.

Furthermore, the present invention can also be designed such that a consumer can receive the user identification about an advertisement medium from
25 the portable terminal device of the advertisement

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medium, and the retrieval condition of the goods specified by the consumer and the user identification about the advertisement medium can be transmitted to the advertisement distribution
5 device, thereby issuing a request to view the advertisement.

With the configuration, the retrieval condition of the goods interesting the consumer, for example, the type, color, etc. of the goods and
10 user-specified information can be transmitted to the advertisement distribution device. Therefore, although there are a large number of advertisement medium around the consumer, the advertisement medium can be appropriately specified and the
15 advertising information about the goods can be obtained.

The advertisement distributing method according to the present invention stores plural pieces of advertising information, distributes the
20 advertising information about the goods requested by an advertisement medium to the portable terminal device of the advertisement medium, and provides an advertising reward for the advertisement medium who provides the advertising information when a
25 consumer receiving the advertising information

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views or buys the goods according to the
advertising information transmitted from the
portable terminal device of the advertisement
medium to the portable terminal device of the
5 consumer.

According to the present invention, the
consumer can obtain a reward by distributing the
advertising information as an advertisement medium.
Furthermore, since there can be an increasing
10 number of persons who gain entry into registered
advertisement medium by allowing an advertising
reward, the advertising effect can be greatly
improved.

The advertisement distributing method
15 according to the present invention stores plural
pieces of advertising information, accepts user
entries of an advertisement medium, distributes the
advertising information about the goods to the
portable terminal device of the advertisement
20 medium who has gained entry into registered users,
and distributes to the portable terminal device or
the advertisement medium of the portable terminal
device of the consumer a program for realizing the
function of requesting the transmission of
25 advertising information or the function of

management server is provided in addition to an application service provider ASP server;

FIG. 14 shows the procedure of gaining entry into registered users in the user management
5 server;

FIG. 15 is a flowchart of the process of gaining entry into registered users in the user management server;

FIG. 16 shows the procedure of an
10 advertisement medium obtaining advertising data;

FIG. 17 is a flowchart of the process of obtaining advertising data in the portable terminal device of an advertisement medium.

FIG. 18 is a flowchart of the process of
15 distributing advertising data in the advertising management server;

FIGS. 19A and 19B show examples of response data;

FIG. 20 shows an example of an advertisement
20 management table;

FIG. 21 shows an advertisement management table for use in distributing a local advertisement of a distributor;

FIG. 22 is a flowchart of the process of
25 updating advertising data in the portable terminal

device of an advertisement medium;

FIG. 23 shows the procedure of a consumer viewing an advertisement;

FIG. 24 is a flowchart of the process of
5 requesting to transmit advertising data in the portable terminal device of a consumer;

FIG. 25 is a flowchart of the process of distributing advertising data in the portable terminal device of an advertisement medium;

10 FIG. 26 shows the case in which advertising data is transmitted to a consumer based on the user ID and the retrieval condition;

FIG. 27 shows the case in which the optimum advertising data is transmitted to a consumer based
15 in the profile of a consumer;

FIG. 28 is a flowchart of the retrieving process based on the user ID of an advertisement medium and the retrieval condition specified by a consumer;

20 FIG. 29 is a flowchart of the process of transmitting the optimum data to a consumer based on the profile of a consumer;

FIGS. 30A through 30D show the user profile and the retrieval condition;

25 FIG. 31 shows a menu screen of the portable

terminal device of a consumer;

FIG. 32 shows the case in which a point is given to an advertisement medium when a consumer views the advertisement;

5 FIG. 33 shows the case in which a point is given to an advertisement medium when a consumer visits the shop;

FIG. 34 is a flowchart of the process of adding a point by a point management unit;

10 FIG. 35 shows a sequence when advertising data is provided based on the profile of a consumer;

FIG. 36 is a flowchart of limiting the number of advertisement medium according to the second embodiment of the present invention;

15 FIG. 37 shows the procedure of viewing an advertisement according to the third embodiment of the present invention;

FIG. 38 is a flowchart of the advertisement distributing process according to the third
20 embodiment of the present invention;

FIG. 39 shows the retrieval condition containing a profile of an advertisement medium; and

FIG. 40 shows a storage medium.

Description of the Preferred Embodiments

FIG. 1 shows the basic configuration of a portable terminal device 4 according to the present invention. The portable terminal device 4 comprises
5 a wireless signal transmission and reception unit 1, a storage unit 2 for storing advertising information about the goods an advertisement medium has on or with him or her, and a control unit 3 for transmitting the advertising information stored in
10 the storage unit 2 from the wireless signal transmission and reception unit 1 upon receipt of a request to transmit the advertising information.

An example of distributing an advertisement between an advertisement medium and a consumer
15 using the portable terminal device 4 is described below by referring to FIG. 2.

A portable terminal device owned by an advertisement medium B stores, for example, the advertising information (for example, the
20 information designating the Web site on which the advertising information about the goods is provided) about the goods C that an advertisement medium has on or with him or her. When a consumer A finds the advertisement medium B and requests to
25 distribute an advertisement, the advertising

information stored in the portable terminal device of the advertisement medium B is transmitted. The portable terminal device of the consumer A requests the advertisement distribution device connected to the network to view the advertisement according to the received advertising information.

According to the present embodiment, the consumer can immediately obtain the advertising information about the goods a person in the street has on or with him or her. On the goods selling side, the advertising information can be immediately provided for the consumer interested in the goods, thereby greatly improving the advertising effect.

Furthermore, the selling side can avoid losing the opportunity to sell goods to a consumer who is interested in goods but does not know where to buy them.

The present invention is described below in detail by referring to the attached drawings.

First, the outline of the advertisement providing system according to an embodiment of the present invention is described below by referring to FIG. 3. One of the objects of the advertisement providing system of an embodiment of the present

Therefore, the seller can effectively provide at a low cost the advertisement for consumers that are probable buyers of goods.

The application service provider ASP server 21
5 can collect a part of the points issued by the seller as the rebate, obtain a profit from an advertisement fee different from that provided for the consumer by the seller such as a banner advertisement to the site of the application
10 service provider ASP server.

For a consumer who uses the advertisement can immediately obtain the information about the desired goods free of charge, and an advertisement medium who distributes an advertisement can obtain
15 a reward by distributing the advertisement.

Furthermore, when a common carrier realizes the application service provider ASP server 21, a large profit is expected from the communications fees of the users.

20 To realize the above mentioned system, the application service provider ASP server 21 is provided as the center unit of the advertisement providing system in the network. The application service provider ASP server 21 comprises a user
25 management server 22 for entering consumers and

seller/maker server 29, and they are connected through a network 28, for example Internet, etc.

The application service provider ASP server 21 comprises a user management server 22 for managing the information about the user entered as an advertisement medium, an advertising management server 23 for managing the advertising information entered by the seller, a sales management server 24 for managing the information about sold goods, etc., and a logging server 25 for managing an access log of a consumer and an advertisement medium. The advertising management server 23, the sales management server 24, and the logging server 25 are provided separately from the application service provider ASP server 21, and they can be connected through a LAN and the other network 28. Furthermore, each server can be configured by a plurality of servers.

The portable terminal device 26 of an advertisement medium can be a portable computer such as a portable telephone having the function of performing wireless communications such as a Bluetooth, a PDA, etc., and has the function of accessing the application service provider ASP server 21 through the network 28, and the function

device 26 of an advertisement medium or the portable terminal device 27 of a consumer.

An input unit 31 inputs a telephone number, a goods code, a character, etc. A method of inputting
5 a goods code can be a method of adding a bar code scanner to read the bar code of goods, a method of adding an IC chip (RFID, etc.) storing the goods code to the goods to read the goods code stored in the IC chip without touching it, a method of
10 inputting the goods code by a user, etc. A communications control unit 32 has the function of transmitting and receiving a wireless signal by a portable telephone, Bluetooth, etc.

An advertisement collection unit 33 and an
15 advertisement distribution unit 34 have the functions required when the present device functions as the portable terminal device 26 of an advertisement medium. The advertisement collection unit 33 is used to download advertising data from
20 the application service provider ASP server 21. The advertisement distribution unit 34 transmits the advertising data (advertising information) stored for distribution in a storage device 35 of the device to the portable terminal device 27 of a
25 consumer using a wireless signal.

unit 33, the advertisement distribution unit 34, the order unit 36 the advertisement reception unit 37, and the data management unit 38 is realized by, for example, an advertisement distribution and
5 reception program. The advertisement distribution and reception program can be installed in a portable terminal device in advance, and also can be downloaded by the user from the application service provider ASP server 21 when a user entry is
10 performed.

Described below is the case in which the user of a portable terminal device gains a user entry in the application service provider ASP server 21.

FIG. 5 show the configuration of the user
15 management server 22 of the application service provider ASP server 21 for managing user information.

A entry management unit 41 accepts an application for an entry from a user, gives a user
20 who has gained a user entry an user ID, and instructs the data management unit 43 to distribute a distribution program for a user.

A module distribution unit 42 receives a request of a data management unit 43 when a user
25 entry is completed, and instructs a communications

control unit 44 to distribute the advertisement distribution and reception program to the user.

Upon receipt of a notification of an acquired point from another management server, a point management unit 45 manages an accumulated point of a corresponding advertisement medium, computes an advertising reward, instruct to make a payment, etc. A history management unit 46 is located in a lower order position of the point management unit 45, and manages a point acquisition history from an advertisement medium ID assigned to an advertisement medium through the user entry, a goods code, a notification of an issue of a point, etc.

The data management unit 43 manages the data processed by the entry management unit 41, the module distribution unit 42, the point management unit 45, etc.

A storage device 47 stores user personal information 40 about an entered user, a program to be distributed to the user, an acquired point for each user, a point acquisition history for each user, etc.

The point management unit 45 is notified of the user ID of an advertisement medium and the

number of points given on each condition from the
advertising management server 23 when a consumer
first accesses according to the advertising
information obtained from an advertisement medium,
5 from the sales management server 24 when a consumer
purchases goods according to the advertising data
obtained from an advertisement medium and finishes
the payment, and from the logging server 25 when a
consumer provided with advertising data from an
10 advertisement medium visits the shop before
accessing the advertising management server 23. The
point management unit 45 accumulates the number of
points for each advertisement medium, notifies each
advertisement medium by mail, etc. when a
15 predetermined number of points is reached, and
transfers an advertising reward to an account
entered in advance, etc. of the advertisement
medium.

FIG. 6 shows the data configuration of the
20 user personal information 40 managed by the user
management server 22.

As shown in FIG. 6, the user personal
information 40 comprises data such as a user ID
given to an entered user, an accumulated value of
25 points indicating the total number of points

acquired by the user, a user name, age, sex, address, E-mail address, phone number, bank account number, etc.

FIG. 7 shows the configuration of the
5 advertising management server 23. An advertisement management unit 51 enters and manages an advertisement for which a request to advertise is received from the seller, and provides advertising data at a request from the consumer.

10 A data collection and distribution unit 52 collects advertising data from a seller, and distributes advertising data to a consumer.

A communications control unit 53 transmits and receives data among the seller/maker server 29, the
15 portable terminal device 27 of a consumer, and the portable terminal device 26 of an advertisement medium through the network 28.

A data management unit 54 controls the write and the read of the advertising data managed by the
20 advertisement management unit 51 or the advertising management information for management of the advertising data to and from a storage device 55.

FIG. 8 shows the data configuration of an
advertising management information 50 managed by
25 the advertising management server 23.

the application service provider ASP server 21, and the advertising data is stored in the advertising management server 23 of the application service provider ASP server 21. In this case, the
5 advertising data is transmitted from the seller/maker server 29 of the seller to the application service provider ASP server 21, and the advertising data is stored in the advertising management server 23 of the application service
10 provider ASP server 21.

FIG. 13 shows the case in which advertising data is stored in an external advertisement management server 81 provided separate from the advertising management server 23 managed by the
15 application service provider ASP server 21. In this case, for example, a seller stores advertising data in the external advertisement management server 81 managed by the seller, requests the application service provider ASP server 21 to advertise goods,
20 and distributes the URL of the Web site storing advertising data. The advertising management server 23 of the application service provider ASP server 21 stores the URL of the Web site of an external advertisement management server as the advertising
25 data of the advertising management information 50.

with the user ID and entered as the user personal information 40 (S16). When the user entry is completed, the user ID and the advertisement distribution and reception program are distributed
5 to the user (S17).

If it is determined in step S14 that the input data is not correct (NO in S14), then control is passed to step S18, and the user is notified of the failure in entry.

10 The above mentioned user entry procedure is described below by referring to FIG. 14. The consumer A applies to the application service provider ASP server 21 from the portable terminal device 82 of the consumer for a user entry (A-1
15 shown in FIG. 14). If the personal information is input and the user entry has been normally completed, then a user ID is assigned, and the advertisement distribution and reception program is downloaded into the portable terminal device 82 (A-
20 2 shown in 14)

The user entry can be performed not only in the method of a consumer directly performing it through the application service provider ASP server 21, but also by a shop functioning as an entry
25 agency 84 performing a user entry so that a

view shown in FIG. 16 and the flowcharts shown in FIGS. 17 and 18.

In FIG. 16, when the consumer buys goods from a seller ((1) shown in FIG. 16), he or she input
5 the goods code of the obtained goods A and requests the application service provider ASP server 21 to transmit the advertising data to be distributed for the goods A ((2) shown in FIG. 16).

The advertising management server 23 of the
10 application service provider ASP server 21 distributes the advertising data containing the URL of the Web site on which the advertising data of the corresponding goods is displayed to the portable terminal device of the consumer A ((3)
15 shown in FIG. 16). As the advertising data other than the URL, for example, the type, color, etc. of the goods are distributed.

The process of obtaining the advertising data performed by the portable terminal device 26 of an
20 advertisement medium (consumer who bought the goods), and the distributing process by the advertising management server 23 are described below by referring to FIGS. 17 and 18.

The consumer who requests to obtain the
25 advertising data of the purchased goods inputs the

error flag indicating whether or not advertising data exists (0 when advertising data exists, and 1 when no advertising data exists), the URL of the Web site on which the advertising data is provided, and advertising information indicating the contents of the advertisement (for example, an image of a red turtleneck sweater). If no advertising data exists, the above mentioned error flag is set to 1 as shown in FIG. 19B, and the response data is transmitted with no advertising data contained.

FIG. 20 shows an example of an advertisement management table 91 generated by the portable terminal device 26 of an advertisement medium.

In the advertisement management table 91, a goods code, the type of goods, a distribution flag indicating whether or not the advertising data can be distributed when a distribution request is received, the term of distribution, and the URL of the Web site on which the advertising data exists are set.

When the term of distribution is set in the advertisement management table 91, the distribution flag is set as 'impossible' and the advertising data cannot be distributed when the term of the distribution expires. Otherwise, when the time

medium transmits the information to be personally advertised together with the advertising data, thereby optionally distributing the information.

FIG. 22 is a flowchart of the advertising data updating process in the portable terminal device 26 of an advertisement medium.

In the advertising management server 23, when an advertisement is newly updated, the advertisement management unit 51 inquires of the user management server 22 the advertisement medium who has entered the updated advertising data, and notifies the corresponding advertisement medium of the update of the advertising data. Described below is the advertising data updating process in the portable terminal device 26 of an advertisement medium.

Upon receipt of the advertising data update notification from the advertising management server 23 (S41 shown in FIG. 22), the portable terminal device 26 of an advertisement medium requests the advertising management server 23 to distribute the advertising data (S42). When the advertising data is received from the advertising management server 23 (S43), the corresponding advertising data is retrieved from the advertisement management table

91 (S44), and the corresponding advertising data is updated (S45).

The procedure of viewing the advertisement of the goods found on or with a person in the street, for example, clothes, a bag, sundry goods, etc. is described below by referring to FIG. 23.

The advertisement URL of the goods an advertisement medium has on or with him or her is distributed in advance to the portable terminal device 26 of an advertisement medium ((1) shown in FIG. 23).

If the consumer inputs a keyword, etc. of the goods whose advertisement is to be obtained using the portable terminal device 27 of a consumer, and transmits a request to distribute the advertising data using a wireless signal, then an advertisement medium in the reception area of the wireless signal distributes using a wireless signal the advertisement corresponding to the transmitted keyword in the advertising data entered in the portable terminal device 26 of an advertisement medium ((2) shown in FIG. 23). The consumer selects the advertisement URL of the target goods by referring to the information, etc. indicating the contents of the goods in the advertising data

transmitted from the advertisement medium, and views the advertisement according to the URL ((3) shown in FIG. 23).

The process of requesting the transmission of
5 advertising data in the portable terminal device 27 of a consumer, and the process of distributing advertising data in the portable terminal device 26 of an advertisement medium are described below by referring to the flowcharts shown in FIGS. 24 and
10 25.

When a consumer finds any goods a person has on or with him or her in the street, the consumer inputs the type, color, etc. of the goods as a keyword into the portable terminal device 27 of a
15 consumer (S51 shown in FIG. 24). Then, a request to transmit advertising data is transmitted using a wireless signal (S52 shown in FIG. 24).

Upon receipt of the request to transmit the advertising data from the portable terminal device
20 27 of a consumer (S61 shown in FIG. 25), the portable terminal device 26 of an advertisement medium retrieves an advertisement which can be distributed from the advertisement management table 91 (S62 shown in FIG. 25). Furthermore, the
25 retrieved advertising data is distributed to the

portable terminal device 27 of a consumer using a wireless signal (S63 shown in FIG. 25).

The portable terminal device 27 of a consumer receives the advertising data transmitted from the portable terminal device 26 of an advertisement medium by wireless (S54 shown in FIG. 24). When data is transmitted from a plurality of portable terminal devices 26 of advertisement medium, it is confirmed whether or not data is transmitted in a predetermined time. If no data is transmitted, then all data has been completely received (S54 shown in FIG. 24). When all data has been completely received from the portable terminal device 26 of an advertisement medium (YES in S54), it is determined whether or not the received data contains advertising data (S55 shown in FIG. 24). If the received data contains advertising data (YES in S55), then the Web site specified by the URL of the advertising data is accessed to find a desired advertisement (S56 shown in FIG. 24). The consumer determines whether or not there is an advertisement of goods interesting the consumer (S57). If a desired advertisement is found (YES in S57), then the advertising data (in this example, the information about the goods) is downloaded into the

storage device 35 of the portable terminal device 27 of a consumer (S58 shown in FIG. 24).

In the above mentioned process, the consumer can easily obtain the advertising data of the goods a person has on or with him or her in the street using the portable terminal device 27 of a consumer such as a portable telephone, etc. of the consumer.

FIG. 26 shows the case in which advertising data is retrieved based on the user ID of an advertisement medium and the retrieval condition specified by a consumer, and the retrieved advertising data is transmitted to the consumer.

In this case, the procedure of the consumer obtaining the advertisement URL (the URL of the Web site on which the advertising data is provided) from the portable terminal device 26 of an advertisement medium is the same as the procedure shown in FIG. 23, the detailed explanation of the procedure is omitted here.

When a consumer requests an advertisement ((1) shown in FIG. 26), and receives an advertisement URL and the user ID of an advertisement medium from the portable terminal device 26 of an advertisement medium using a wireless signal ((2) shown in FIG. 26), the consumer notifies the logging server 25 of

ASP server 21 according to the user ID of the advertisement medium who distributes the advertising data in response to an advertisement distribution request of the consumer, and the retrieval condition such as the type, color, etc. of the goods specified by the consumer.

FIG. 27 shows the case in which the optimum advertising data is transmitted to a consumer based on the profile of the consumer.

Upon receipt of the advertisement URL indicating the Web site on which the advertising data exists from the portable terminal device 26 of an advertisement medium ((2) shown in FIG. 27), the portable terminal device 27 of a consumer transmits the advertisement URL transmitted from the advertisement medium, and the user parameter containing the goods code, the user ID of the advertisement medium, and the user ID of the consumer to the external advertisement management server 81 to request to view the advertisement ((3) shown in FIG. 27).

The external advertisement management server 81 transmits the received consumer ID to the user management server 22 of the application service provider ASP server 21, and requests the profile of

the corresponding consumer ((4) shown in FIG. 27).

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The user management server 22 retrieves the user personal information 40 using the consumer ID received from the external advertisement management server 81, and obtains the profile such as the age, sex, etc. of the corresponding user. The profile is transmitted to the external advertisement management server 81, and the external advertisement management server 81 obtains the profile of the consumer ((5) shown in FIG. 27).

The external advertisement management server 81 retrieves the advertising data of the goods which the consumer requested to view using the obtained profile and the goods code of the user parameter as the key, selects the advertising data matching the consumer profile from the data, and transmits one or more pieces of advertising data to the portable terminal device 27 of a consumer ((6) shown in FIG. 27).

As described above, although there are a number of advertisement mediums around the consumer when the consumer requests to transmit the advertising data, the advertising data of the goods probably most interesting the consumer and matching the profile of the consumer can be provided for the

information such as the age, sex, etc. of the corresponding consumer, and transmits the consumer profile to the advertising management server 23.

Upon receipt of the consumer profile from the
5 user management server 22 (S86), the advertising management server 23 retrieves the corresponding advertising data based on the received consumer profile and the type of the goods specified by the goods code (S87). That is, the advertisement of the
10 goods of the type interesting the consumer and matching the profile of the consumer is retrieved.

After the retrieval, it is determined whether or not the advertisement medium having the profile similar to the profile of the consumer has the
15 advertising data of the same type of goods (S88).

If there is the advertising data matching the consumer profile (YES in S88), then the advertising data obtained in the retrieval is added as the advertising data for transmission (S89). Then, the
20 advertising data for transmission is transmitted to the consumer requesting to view the advertising data for transmission (S90).

FIGS. 30B and 30C show that advertising data is to be retrieved using the user IDs of a
25 plurality of advertisement medium, the user ID of a

consumer, and the specified goods type 'shoes' as the retrieval condition when the consumer specifies the goods type 'shoes' as the retrieval condition of an advertisement.

5 FIG. 30D shows the retrieval condition when the goods type 'shoes', the color 'brown', and the price '5,000 through 15,000 yen' are specified.

10 In the above mentioned process, the consumer can obtain the information (for example, a goods code and a user ID) from the advertisement medium, and the advertising data of the goods matching the profile of the consumer. In this case, although there is no stock of the goods of the goods code obtained from the advertisement medium, the
15 advertising data of other goods similar in type of the goods interesting the consumer and matching the profile of the consumer can be transmitted to the consumer. Therefore, the consumer can obtain the information about desired goods with the operation
20 performed smaller number of times.

FIG. 31 shows the menu screen on which the retrieval condition is input in the portable terminal device 27 of a consumer.

25 First, an advertisement request button and an advertisement condition designation button 101 are

displayed ((a) shown in FIG. 31). When the advertisement condition designation button 101 is operated, a selection menu for the type, color, and price of goods, and a profile (the profile of the advertisement medium described later by referring to FIGS. 38 and 39) is displayed ((b) shown in FIG. 31). When one of the selection item is selected in the selection menu, the following selection menu appears.

For example, when the type of goods is selected, the details 'tops', 'bottoms', 'others', and 'Input goods type key' are displayed ((c) shown in 31). If the 'tops' is selected on this screen, the selection menu of 'jackets', 'shirts', 'knitwear', 'coats', etc. is displayed ((d) shown in FIG. 31).

The consumer can easily input the retrieval condition by sequentially selecting the above mentioned menu displayed on a display unit 39 of the portable terminal device 27 of a consumer.

When the consumer views or purchases the advertisement or the goods according to the information about the goods provided by the advertisement medium, the advertisement medium is given a point as described below.

FIG. 32 shows the case in which an advertisement medium is given a point when a consumer views an advertisement.

When a consumer C finds a person having goods
5 A on him or her, and transmits a request to distribute an advertisement by wireless using the portable terminal device 27 of a consumer, advertisement medium in a predetermined wireless area transmit advertising data by wireless signals.

10 For example, if a consumer C views an advertisement by accessing the advertising management server 23 of the application service provider ASP server 21 using the advertisement URL transmitted from the advertisement medium B ((1)
15 shown in FIG. 32), and purchases the goods using the sales management server 24 or a sales management client 102 ((2) shown in FIG. 32), then the information that the advertisement has been viewed is transmitted from the advertising
20 management server 23 to the sales management server 24, and the information that the goods have been purchased is transmitted to the sales management server 24, or from the sales management client 102 to the sales management server 24. Then, to give a
25 point to the advertisement medium B who distributed

the advertising data according to which the consumer viewed the advertisement (or purchased the goods), each acquired point is notified to the point management unit 45 of the user management
5 server 22 ((3) shown in FIG. 32).

The user management server 22 adds an acquired point to the accumulated point of the advertisement medium B, and notifies the portable terminal device
20 advertisement medium B that an advertisement point has been acquired ((4) shown in 32).

FIG. 33 shows the case in which a point is given to an advertisement medium when a consumer receiving the advertising data distributed by the
15 advertisement medium visits the shop.

This case is basically similar to the case shown in FIG. 32. When the consumer C finds the goods A, obtains the advertising data from the advertisement medium, and visits the shop ((1)
20 shown in FIG. 33, the sales management client 102 obtains an advertisement parameter containing the user ID of the advertisement medium from the consumer C, and transmits the parameter to the logging server 25 ((2) shown in FIG. 33). The
25 logging server 25 notifies the point management

unit 45 of the shop-visiting point acquired by the advertisement medium B ((3) shown in FIG. 33), and the point management unit 45 adds the shop-visiting point to the accumulated point of the corresponding advertisement medium. Furthermore, the advertisement medium B is notified that the shop-visiting point has been acquired ((4) shown in FIG. 33).

FIG. 34 is a flowchart of the process of giving a point to an advertisement medium in the point management unit 45.

Upon receipt of a request to add a point of an advertisement medium from the sales management server 24 (S101 shown in FIG. 34), the point management unit 45 of the user management server 22 retrieves the user personal information 40 according to the user ID of the advertisement medium (S102), and determines whether or not the user ID corresponding to the user personal information 40 has been entered in the user personal information 40 (S103).

When the user ID of the specified advertisement medium is entered (YES in S103), the acquired point is added to the accumulated point of the advertisement medium (S104). Then, it is

determined whether or not the accumulated point value stored in the user personal information 40 has reached the reward value (S105).

If the accumulated point value has reached the
5 reward value (YES in S105), then the advertisement reward is transferred to the account of the corresponding advertisement medium (S106). If the accumulated point value has not reached the reward value yet (NO in S105), then the process terminates.

10 According to the above mentioned embodiments, an advertisement reward can be obtained depending on the advertising effect of the advertisement medium in various cases described below. Therefore, the consumer who purchased goods is promoted to be
15 willing to provide an advertisement as an advertisement medium, and the provider and the seller of the goods can expect a larger advertising effect with an increasing number of advertisement medium.

20 (1) An advertisement medium is given an advertisement view point when a consumer first accesses an advertising management server 23 to view goods information according to the advertising data received from the advertisement medium.

25 (2) The sales management server 24 gives a

etc. It is difficult to associate between the maker and the shop, and is therefore difficult to appropriately give a sales point. As a result, a point relating to an advertisement of a maker is
5 limited to an advertisement view point only.

In (2) above, when goods are sold in the application service provider ASP server 21, the sales management server 24 can specify a consumer and an advertisement medium, and can manage the
10 profiles. Therefore, if a consumer accesses the sales management server 24 according to advertisement information received from an advertisement medium, then the user parameter is recorded, and a purchase point is given to the
15 consumer when the consumer purchases goods corresponding to the advertising data or purchases goods relating to the goods.

The user management server 22 receives from each management server a notification of an
20 acquired point by viewing the goods information according to the advertising information distributed by an advertisement medium, by purchasing goods, and by visiting a shop, adds the acquired point of the advertisement medium, and
25 manages the accumulated point. When the accumulated

advertisement and the advertisement view point. Upon receipt of the notification, the point management unit 45 adds the advertisement view point to the accumulated point of the corresponding user stored as the user personal information 40.

FIG. 36 is a flowchart of the process of limiting the number of advertisement medium in the advertisement providing system according to the second embodiment of the present invention.

The system configuration according to the second embodiment is the same as that according to the first embodiment shown in FIG. 3. The difference is that the advertisement URL, a goods code, etc. are not stored in the portable terminal device 26 of an advertisement medium, and only the user ID of an advertisement medium is transmitted to a consumer when a request to transmit goods information is received from the consumer. Then, after the consumer specifies the retrieval condition such as the user ID of an advertisement medium, the type, color, etc. of the goods the consumer requests to know, the application service provider ASP server 21 transmits the user ID of the advertisement medium, and the corresponding advertising data retrieved based on the retrieval

active movements of people, it is predicted that the configuration of the advertisement medium in the wireless communications area is quite different between the previous and current operations.

5 Therefore, there is the strong possibility that the advertisement medium whose user ID can be obtained every time is the target person. Therefore, the user ID obtained in the current logging operation is compared with the user ID obtained in the
10 previous logging operation, and the advertisement medium having the matching user IDs is counted. By limiting the number of advertisement medium, a desired advertisement can be obtained.

The process of limiting the number of
15 advertisement medium according to the second embodiment of the present invention is described below by referring to the flowchart shown in FIG. 36.

The logging server 25 of the application
20 service provider ASP server 21 receives a list of the user IDs of the advertisement medium in the wireless area obtained by the portable terminal device 27 of a consumer when the consumer first performs the advertisement requesting operation
25 (S111 shown in FIG. 36). The received list of user

IDs of the advertisement medium is equal to or smaller than a predetermined value m (YES in S118), the number of target advertisement medium can be limited, thereby notifying the consumer of the retrieval result of the matching user IDs (S120).

According to the second embodiment of the present invention, if there is a number of advertisement medium, or there are only a small number of advertisement medium answering when a consumer sees a person having interesting goods on him or her, and the consumer issues a request to transmit advertising information (goods information) through the portable terminal device 27 of a consumer, and it is not certain that the answering advertisement medium are target advertisement medium, the number of advertisement medium can be limited by performing the advertisement requesting operation plural times. Thus, desired goods information and advertisement can be obtained without fail.

FIG. 37 shows the procedure of viewing an advertisement according to the third embodiment of the present invention.

According to the third embodiment, the advertising data entered by an advertisement medium

close to the profile specified in the advertisement medium near the consumer can be distributed to the consumer who has issued a request to view an advertisement by specifying the profile of the advertisement medium having goods b interesting the consumer.

Upon receipt of a request to transmit an advertisement from a consumer, the advertisement medium in the wireless communications area transmits his or her own user ID by a wireless signal ((1) shown in FIG. 37).

The consumer transmits the user ID received from an advertisement medium, and an approximate profile of the advertisement medium having goods on or with him or her which interest the consumer as the retrieval condition to the logging server 25 of the application service provider ASP server 21 ((2) shown in FIG. 37).

The logging server 25 notifies the user management server 22 of the user ID of the advertisement medium transmitted from a consumer, and the approximate profile of a target advertisement medium (an advertisement medium having goods b in this example). The user management server 22 retrieves the user personal

information 40 using the user ID as a key, and further retrieves the advertisement medium having a profile closer to the profile specified by the consumer. If the advertisement medium closer to the
 5 profile specified by the consumer exists, then the advertising data (advertisement URL) entered in the user personal information 40 of the user is obtained, and notifies the logging server 25 of the data ((3) shown in FIG. 37).

10 The logging server 25 retrieves the advertising data entered in the advertising management server 23 using the advertisement URL obtained from the user management server 22 as a key ((4) shown in FIG. 37), and notifies the
 15 consumer of the retrieval result ((5) shown in FIG. 37).

FIG. 38 is a flowchart of the advertisement distributing process in the logging server 25 according to the third embodiment.

20 The logging server 25 receives the advertisement condition (the type, color, etc. of the goods an advertisement medium has on or with him or her, and interesting the consumer) and the retrieval condition containing the profile of the
 25 advertisement medium from the consumer (S131 shown

in FIG. 38).

FIG. 39 shows the retrieval condition containing the profile of the above mentioned advertisement medium. In this example, the advertisement medium having the goods 'shoes' interesting the consumer is a male in his 20's, and about 170cm high is transmitted from the consumer to the application service provider ASP server 21 as a profile of the advertisement medium, and the conditions are used as the retrieval condition for designation of the advertisement medium.

Back in FIG. 38, the logging server 25 retrieves the ID of the advertisement medium notified by the consumer and recorded as a log using the user ID of the consumer as a key, that is, all user IDs of the advertisement medium received in response to the advertisement request of the consumer (S132). Furthermore, the profile specified by the retrieved user ID of the advertisement medium is obtained from the user management server 22, and the obtained profile is compared with the user profile of the target advertisement medium specified by the consumer (S133). Then, it is determined whether or not the user profiles match each other or are similar with each other (S134).

user profile (S138).

When advertising data matching or similar to a specified condition is entered (YES in S138), the advertising data is added to the transmission data
5 of the consumer (S139).

Next, it is determined whether or not the comparison of the advertising data of the final advertisement medium has been completed, that is, whether or not the advertising data entered in the
10 user personal information 40 for all advertisement medium having matching user profiles has been compared with the retrieval condition specified by the consumer (S140).

If the comparison has not been completed (NO
15 in S140), then control is returned to step S137, and the advertising data entered in the user personal information 40 of the subsequent advertisement medium is retrieved.

On the other hand, if the comparison of the
20 advertising data of all advertisement medium having matching or similar user profiles has been completed (YES in S140), then the transmission data set in the above mentioned process is transmitted to the consumer (S141).

25 The log information stored in the logging

languages, the language for an advertisement is switched. In this case, the advertising data holds the type of language. For example, when an English speaking consumer receives an advertisement in
5 Japanese, and the receiver set the display of an advertisement in English, the advertisement distribution and reception program accesses the advertising management server 23 of the application service provider ASP server 21 to retrieve the
10 corresponding advertisement. When the corresponding advertisement in English is retrieved, it is obtained and the received advertisement of the receiver is switched into an English version.

According to the third embodiment, the number
15 of advertisement medium can be limited by specifying the profile of the advertisement medium having the goods interesting the consumer. Therefore, if it is difficult to specify the target advertisement medium in a large number of
20 advertisement medium answering the request of the consumer to transmit an advertisement, the target advertisement medium providing the advertisement of the goods the consumer is interested in can be correctly selected.

25 FIG. 40 shows the case in which a program

realizing the above mentioned advertisement providing system is stored in CD-ROM, a portable storage medium 111 such as a floppy disk, etc., or a storage device 112 of a program provider, and the
5 program is downloaded into an information processing device 113 such as the application service provider ASP server 21, the portable terminal devices 26 and 27, etc.

When an advertisement providing program is
10 stored in the portable storage medium 111 such as a CD-ROM, a floppy disk, etc., the portable storage medium 111 is inserted into the drive device of the information processing device 113 to read the program, and the read program is stored in a
15 storage device 114 such as RAM, a hard disk, etc. to execute the program. If a program is provided from a program provider through a communications line, the program stored in the storage device 112 of the program provider, memory, etc. is received
20 by the information processing device through a communications line, and the received program is stored in the storage device such as RAM, a hard disk, etc., and is then executed. The program stored in the portable storage medium 111 can be
25 one having a part of the function of the program

notifies the application service provider ASP server 21 of the user ID of the advertisement medium who has distributed the advertising data, and gives a point to the corresponding advertisement medium.

In addition, the advertisement providing system according to the embodiments of the present invention, the application service provider ASP server 21 manages the advertising data, a user entry, etc. However, the present invention is not limited to the system using an ASP. The configuration of the advertisement providing system can be arbitrarily designed.

Furthermore, the above mentioned embodiment is realized by performing the communications between the portable terminal device 26 of an advertisement medium and the portable terminal device 27 of a consumer through Bluetooth, etc., but the communications method is not limited to this application. That is, any method capable of performing communications in a predetermined reception area can be adopted.

According to the present invention, a consumer interested in goods can immediately obtain the information, advertisement, etc. of the goods.

Since the goods can be viewed as being used on or with a person, not as being displayed in a shop window, the material, the color, the actual appearance, etc. can be confirmed. Therefore, the
5 consumer can confirm whether or not the goods look fine on him or her. From the viewpoint of a seller, conventionally, a consumer does not buy goods after taking practical action (requesting a catalog, visiting a shop, an EC site, etc.). However,
10 according to the present invention, although a consumer does not visit a shop, the advertisement of goods can be provided for the consumer, and the advertisement can be provided immediately when he or she takes interest in goods. Therefore, the
15 sales efficiency can be improved without losing a possible opportunity. Furthermore, since an advertisement medium who has provided the information according to which the consumer buys goods can be specified, a reward corresponding to
20 the advertising effect can be paid to the advertisement medium.